

# VISUALIZATION TOOL FOR WEB ANALYTICS

Inventor: Karen PAPIERNIAK

Docket No. 9066 (3225-123)

Report: Promotional Click-Through's for December 30.1999		
Web Page ID <sup>12</sup>	User <sup>14</sup>	Promotion Click-Through <sup>16</sup>
1. Home Page 3	Visitor	2,231
2. Home Page 2	Partner	1,278
3. General Product Description	Customer	1,234
4. General Product Description	Visitor	1,210
5. Services Q&A	Customer	1,199
6. News: Press Release 3	Visitor	1,245
7. News: Press Release 2	Partner	1,119
9. Services Q&A	Partner	899
10. Home Page 1	Customer	753

FIG. 1

# VISUALIZATION TOOL FOR WEB ANALYTICS

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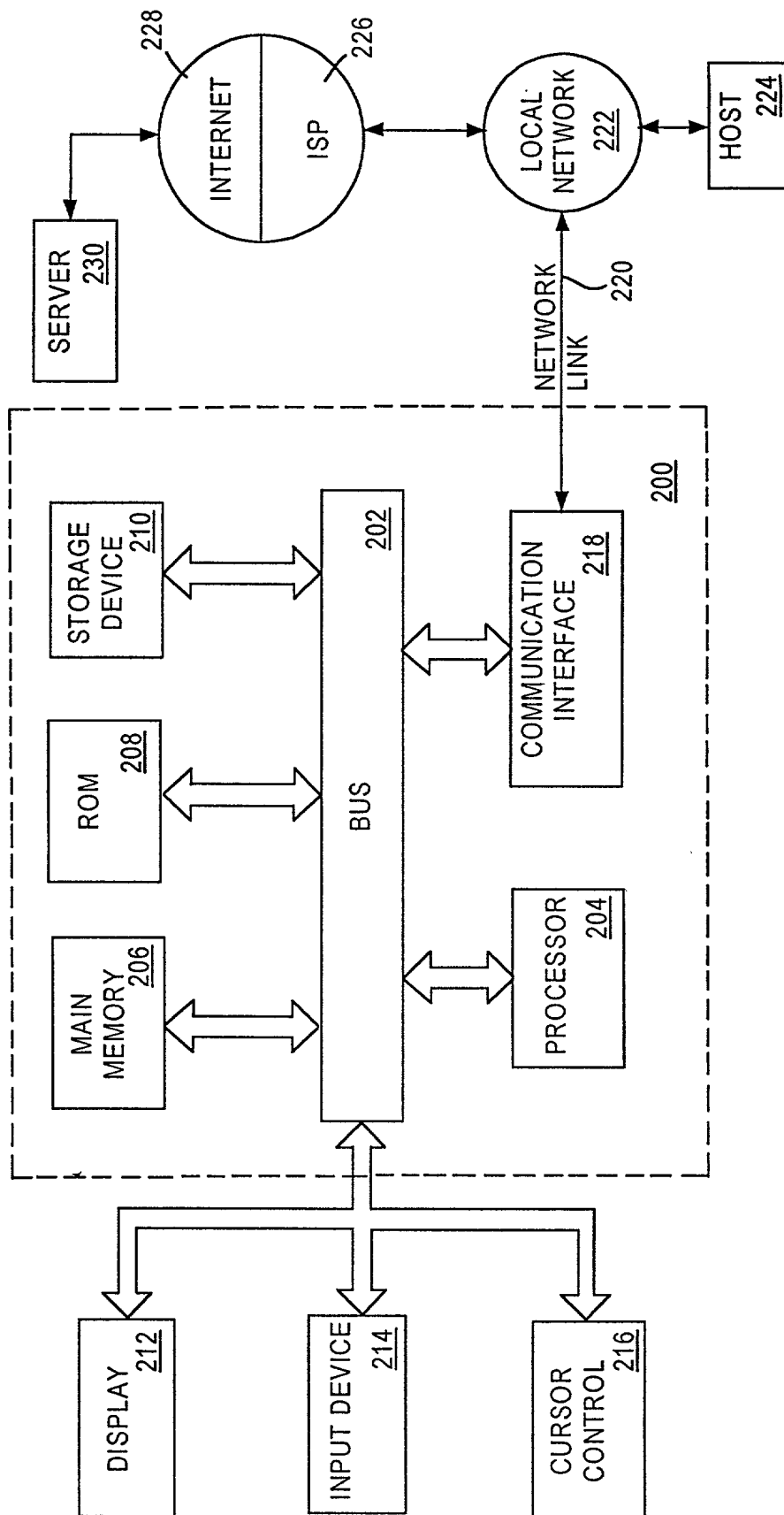


FIG. 2

VISUALIZATION TOOL FOR WEB ANALYTICS

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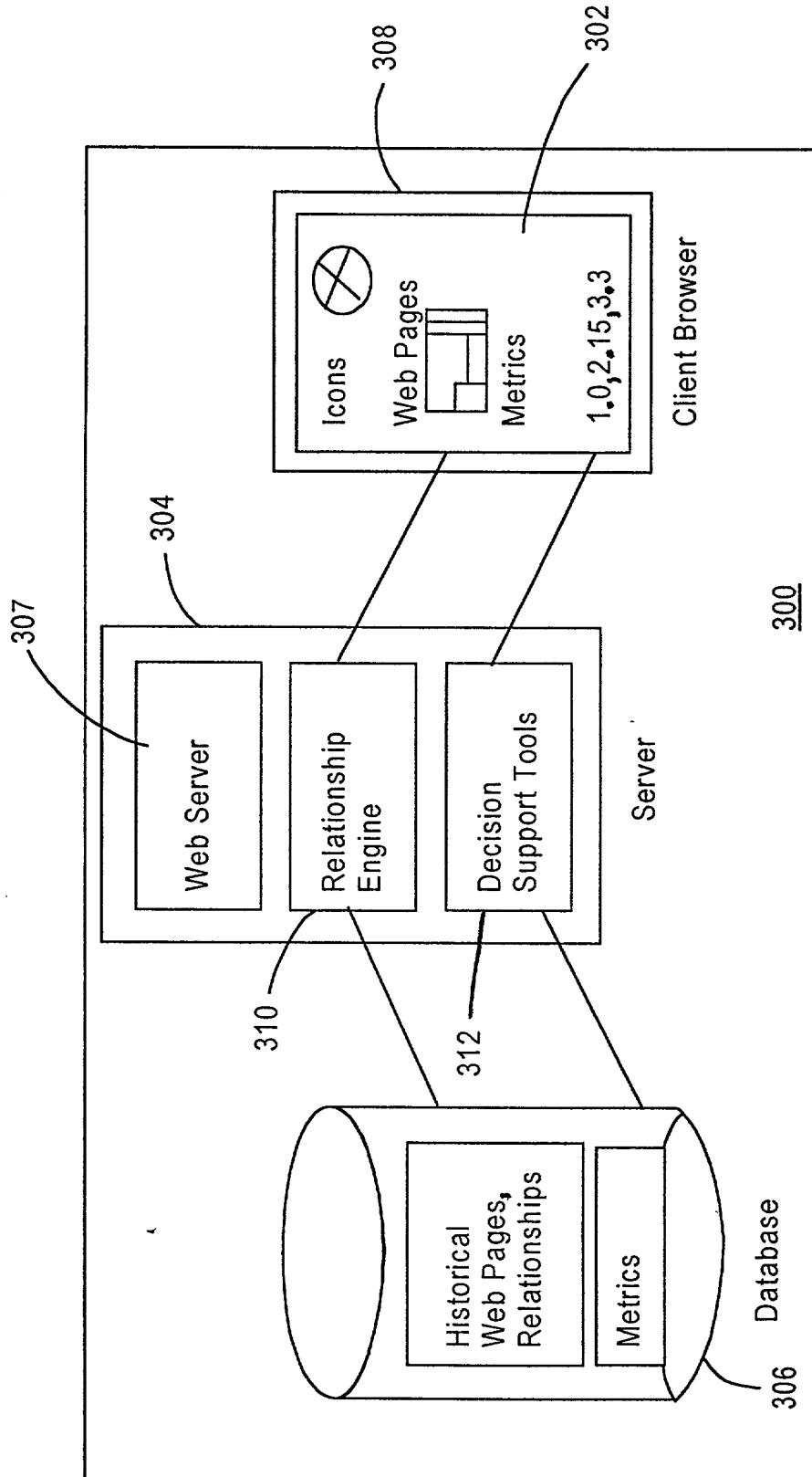


FIG.3

# VISUALIZATION TOOL FOR WEB ANALYTICS

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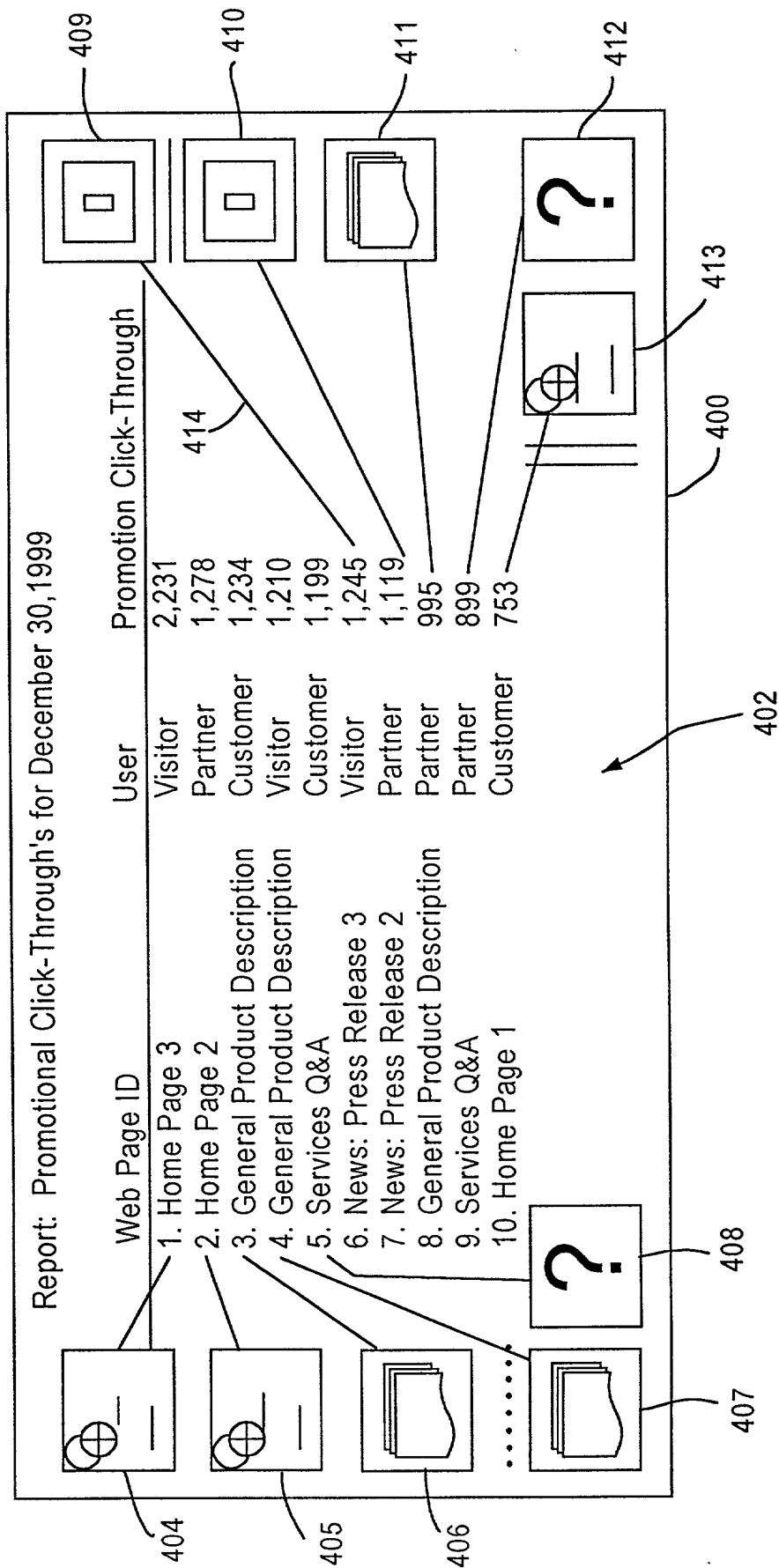


FIG. 4

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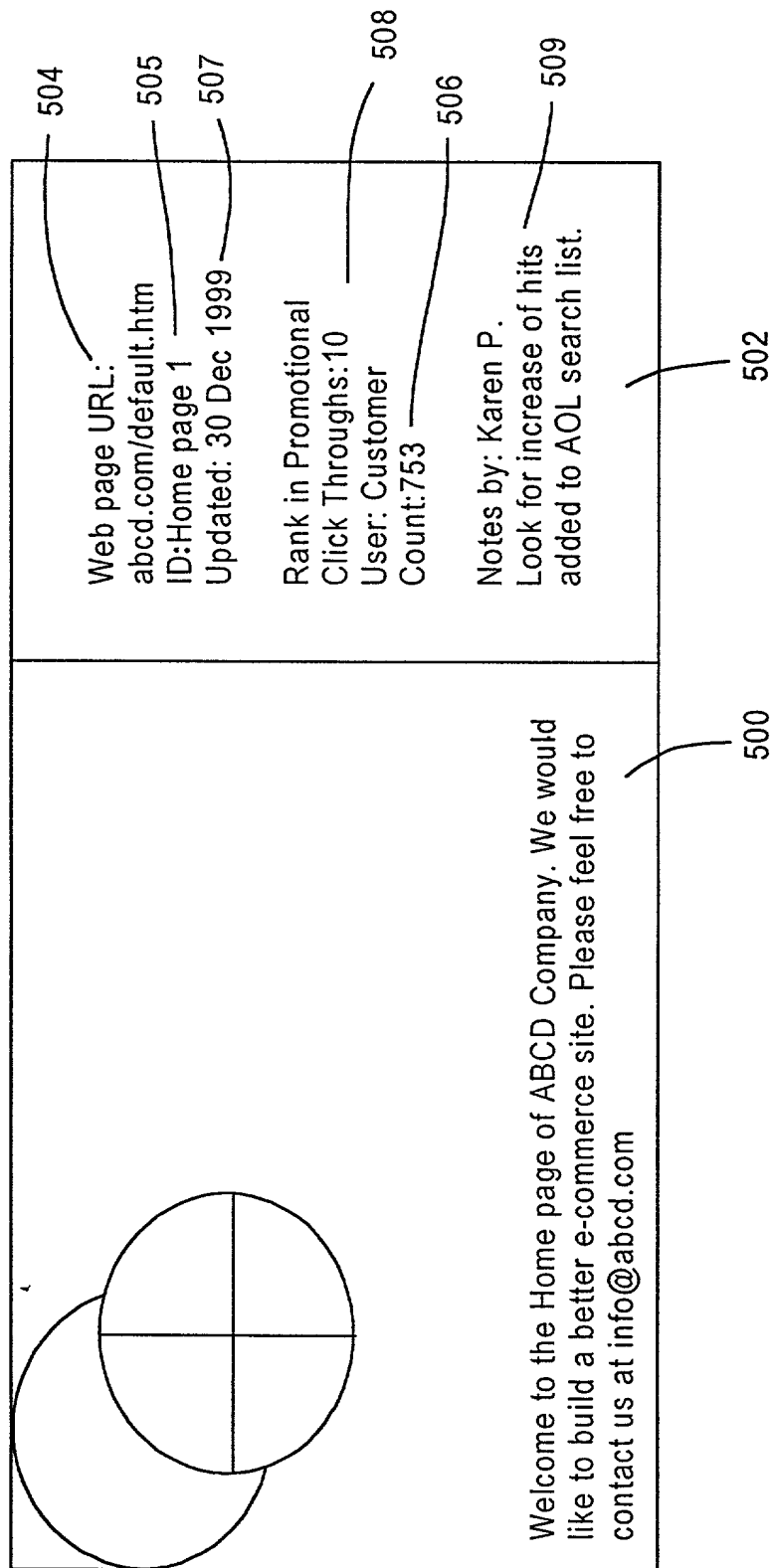


FIG. 5

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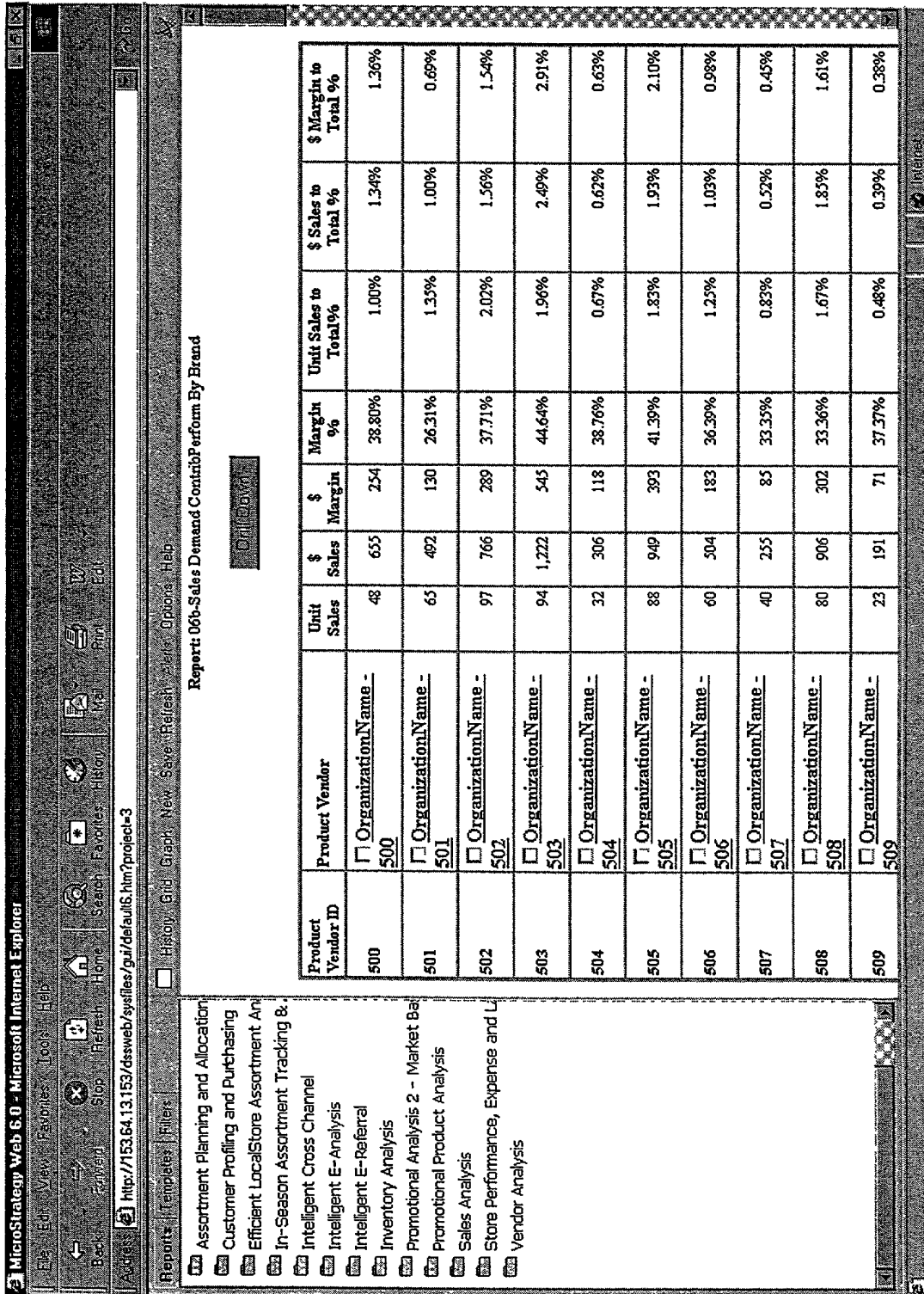


FIGURE 6

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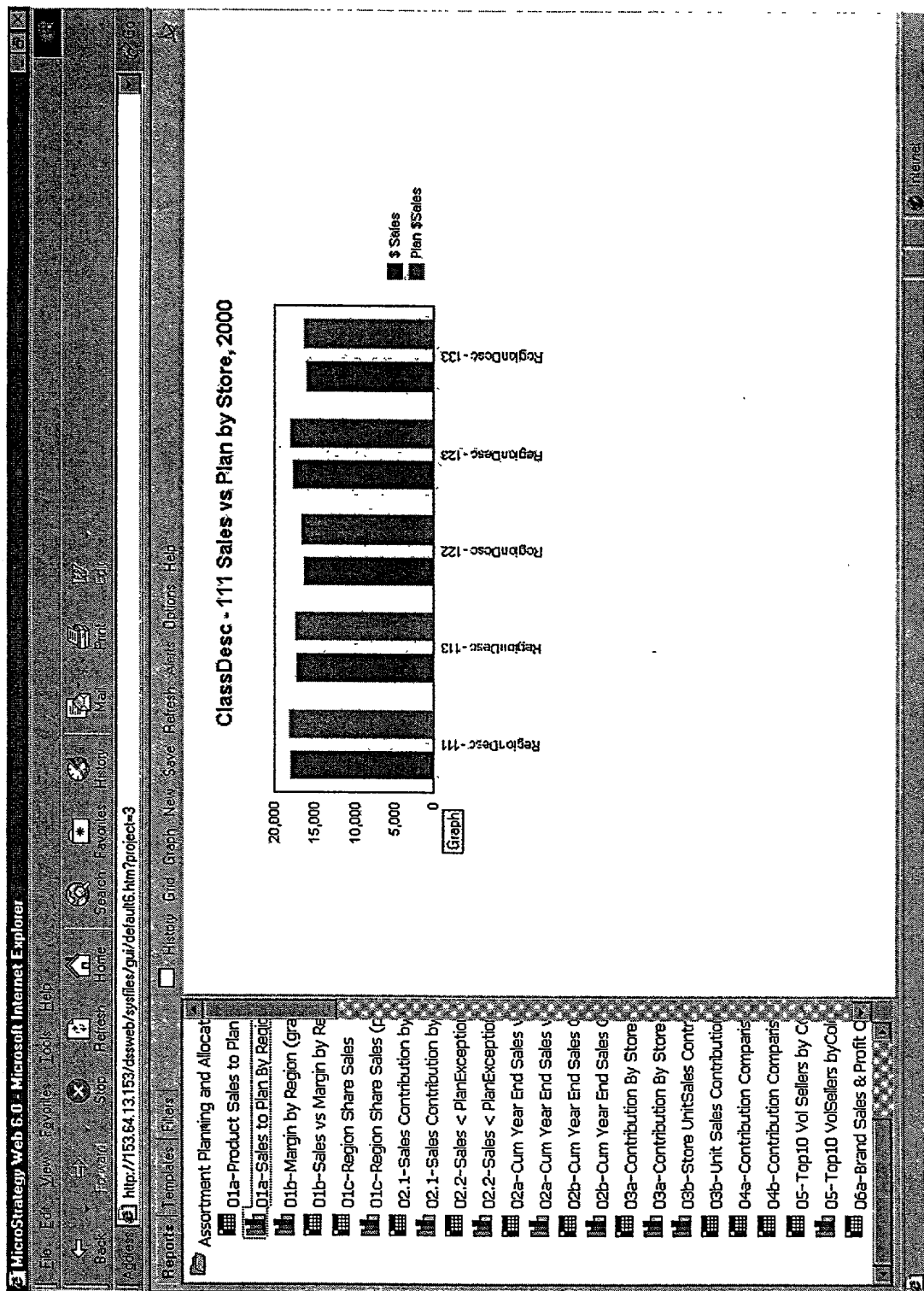


FIGURE 7

# VISUALIZATION TOOL FOR WEB ANALYTICS

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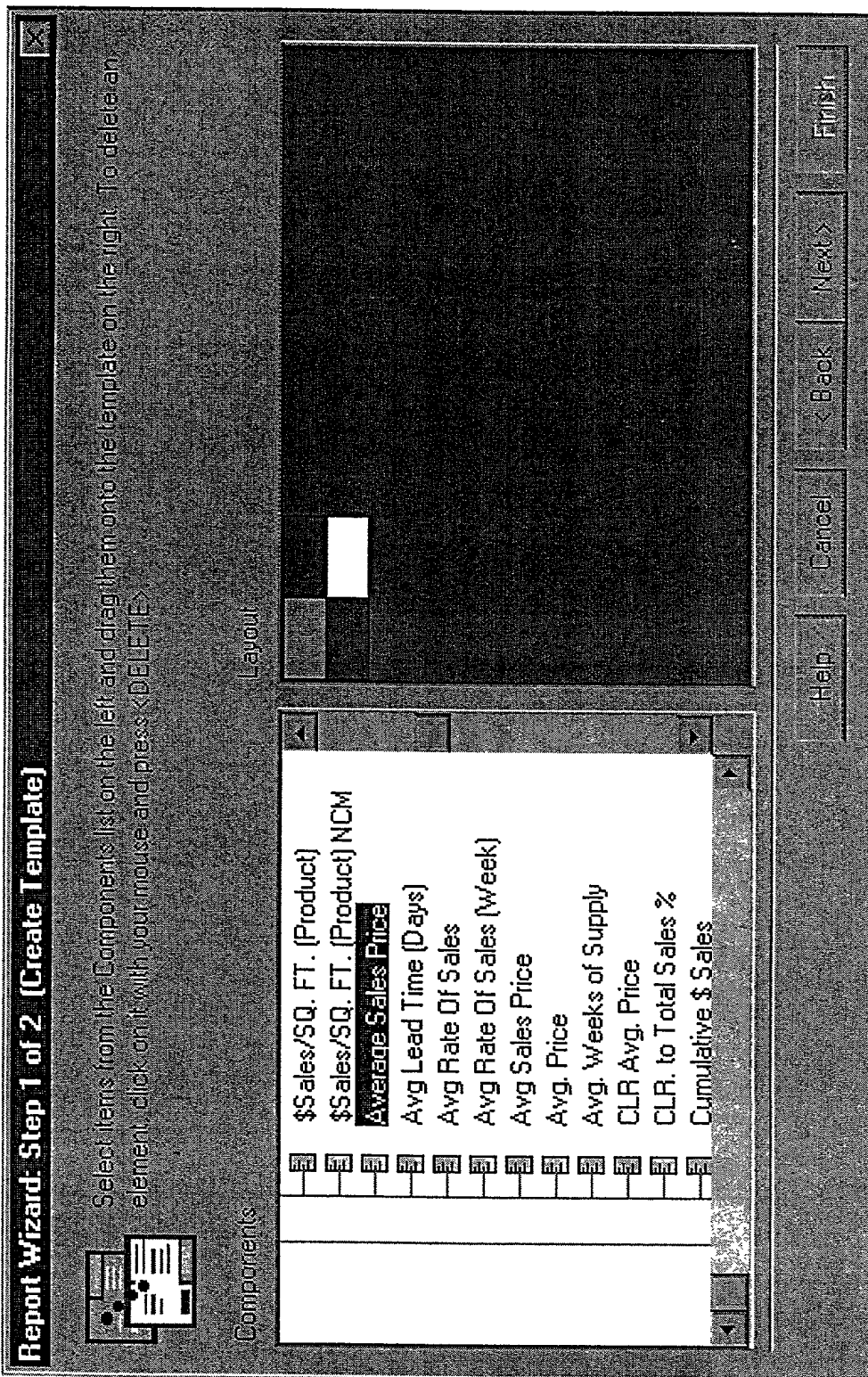


FIGURE 8